

the magnetic leadership of AMC



A magnetic staircase of sales and profits

Applied Magnetics Corporation is a publicly owned company founded in 1957. The company has experienced rapid, profitable growth since its beginning and is now a multi-national organization whose products are predominantly oriented toward the highly technical electronic data processing and process control industries. AMC is the industry leader in analog and digital magnetic heads for tape, disc and drum memories, and is also a major supplier of complete memory systems.



Multi-national manufacturing strength

Applied Magnetics International Operations are strategically located to best serve the world's principal industrial markets, and at the same time to benefit from incentives offered by developing nations.

Santa Barbara, California	Carolina, Puerto Rico
Goleta, California	Naguabo, Puerto Rico
Santa Ana, California	Lisbon, Portugal
Chatsworth, California	Antwerpen, Belgium
Milton-Freewater, Oregon	Seoul, Korea
Barbados, West Indies	



The home of AMC

AMC's main plant and corporate headquarters are located in Goleta, California, adjacent to the Santa Barbara airport.

the **SJ 71** magnetic products of AMC

ERW-105301 flying head assembly

Model ERW-105301 Flying Head Assembly is designed for use in IBM 2311 compatible disc pack drives.

The head assembly, consisting of a read/write section, a tunnel erase section and a mounting arm complete with cable and plug, is available in four configurations that are electrically and mechanically equivalent to the IBM 2311 type head assemblies.

Applied Magnetics is now producing this high precision flying head assembly in large volume at plants throughout the world to assure immediate shipment to customers wherever they are located.



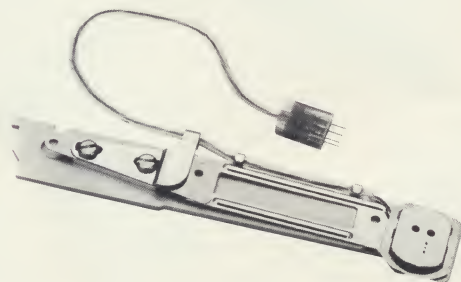
the specifications

Read/write track width	.0075 inches
Trimmed track width	.0059 inches on disc.
Write current	35 ma. o-p/leg
Saturation current (100%)	25-35 ma. o-p/leg at 1.25 MHz
Erase current	40 ma. dc (50% erasure at .625 MHz)
Packing density	1100 bpi (disc speed 2400 rpm)
Output	(Measured with disc operating at 2400 rpm. Read load: 7.5 K Ω , 45 pf. Head loaded with 390 grams measured at load point.) Track 000, half freq. (.625 MHz): 6.5-13.0 mv p-p Track 000, full freq. (1.25 MHz): 5.0-10.0 mv p-p Track 200, half freq. (.625 MHz): 4.0-8.0 mv p-p Track 200, full freq. (1.25 MHz): 2.2-4.4 mv p-p
Resolution	(Full frequency output as a percentage of half frequency output.) Track 000 62% min. Track 200 42% min.

Each head is dynamically tested using an IBM 2316 reference disc.

A word about AMC quality.


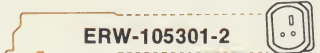
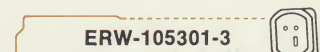

Applied Magnetics has an industry-wide reputation for high quality magnetic heads. The same design philosophies and quality assurance techniques used to gain this reputation have been applied to the disc pack head program. AMC quality assurance engineers have developed highly automated inspection and test equipment and sophisticated test procedures to assure consistent high quality in volume production quantities.



**APPLIED
MAGNETICS
CORPORATION**



the compatibility

AMC Description	IBM P/N IBM-Type Designation
 ERW-105301-1	2180560 A Up
 ERW-105301-2	2180561 A Down
 ERW-105301-3	2180562 B Up
 ERW-105301-4	2180563 B Down

A typical disc drive (six discs) contains ten ERW-105301 Flying Head Assemblies in the following combination:

- two each ERW-105301-1
- three each ERW-105301-2
- three each ERW-105301-3
- two each ERW-105301-4

MAGNETIC HEAD DIVISION

75 ROBIN HILL ROAD
GOLETA, CALIFORNIA 93017
TWX 910-334-1195
TELEPHONE (805) 964-4881